

IOWA ALCOHOLIC BEVERAGES DIVISION

STRATEGIC PLAN

(adopted October 2003)

MISSION STATEMENT

To serve Iowans by effectively regulating the alcohol beverage industry to insure responsible business practices and to create a favorable economic climate for industry growth and development, while maximizing revenue by maintaining a cost-efficient wholesale distribution system.

CORE FUNCTIONS

Wholesaling of liquor to licensed retailers

Alcoholic beverage licensing

Regulating the alcohol beverage industry

Tobacco enforcement

VISION STATEMENT

Provide regulated products responsibly

GOALS

1. Maximize liquor wholesaling revenue to the state general fund.
2. Maintain a level and competitive regulatory environment for all tiers of the Iowa alcoholic beverage industry.
3. Insure that only qualified applicants are licensed to sell and serve alcohol beverages in Iowa.
4. Reduce youth access to tobacco products.